

What's Happening With Social Media In 2016?

Overview



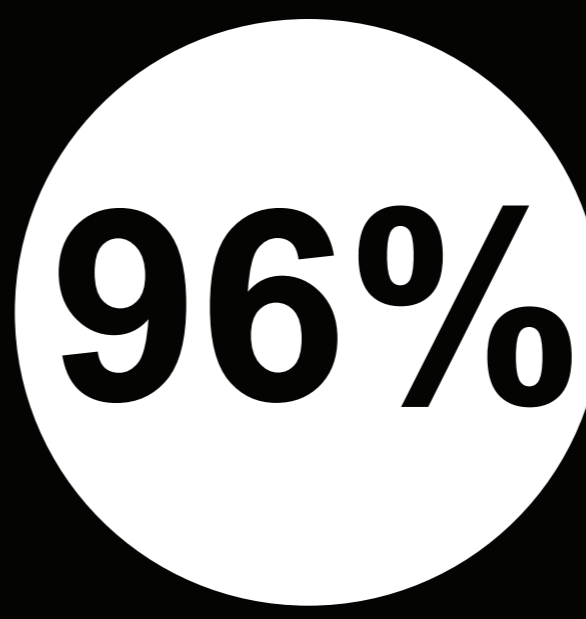
of the U.S. population has at least one social media profile.



billion people are active on social media worldwide.



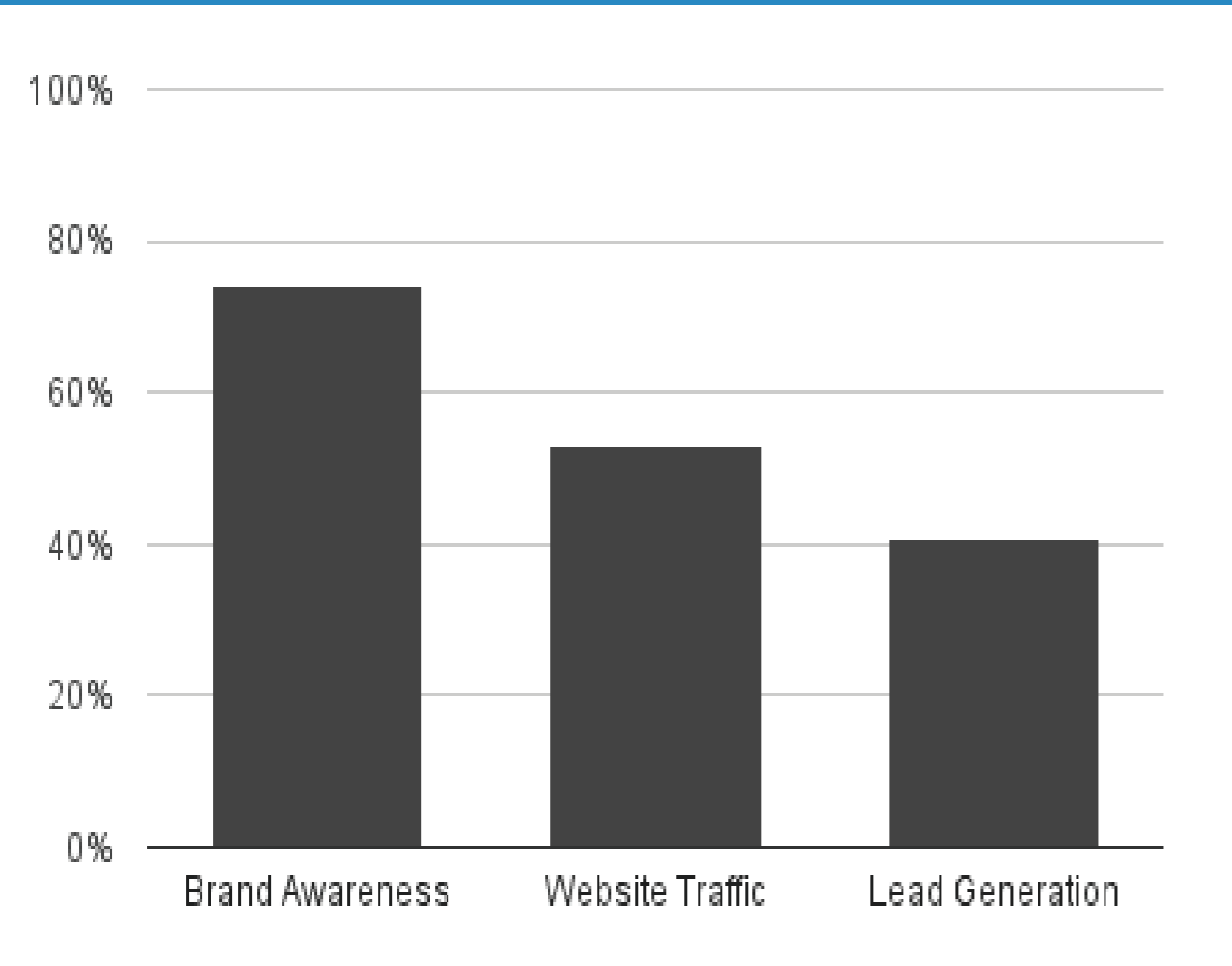
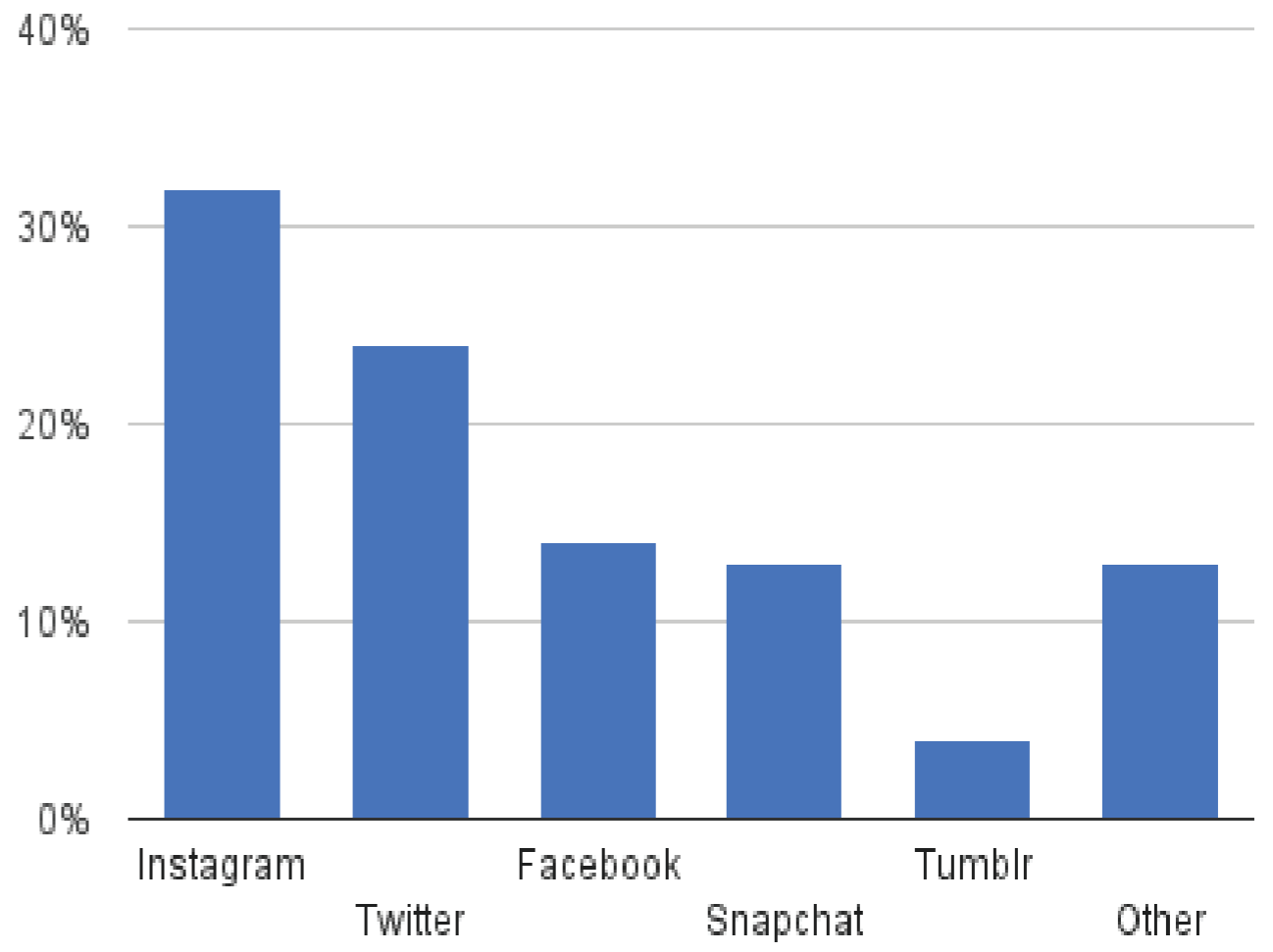
social media accounts maintained by the average user.



of small business owners use social media marketing.

What are teens interested in?

When it comes to social media, teens (12-24) are much more focused on Instagram and Twitter. In contrast, Facebook falls in popularity with the younger crowd as opposed to the older generation.



What are marketers focused on?

Most marketers agree, brand awareness is the highest priority in social media campaigns.

Other common goals include website traffic and lead generation.

\$9.8 billion

Social media advertising revenue is expected to reach \$9.8 billion in 2016.